

REMARKS

These remarks are set forth in response to the Non-Final Office Action mailed May 5, 2006. As this amendment has been timely filed within the three-month statutory period, neither an extension of time nor a fee is required. Presently, claims 1 through 13 are pending in the Patent Application. Claims 1, 7 and 8 are independent in nature. In the Non-Final Office Action, claims 1-6 and 8-13 have been rejected under 35 U.S.C. § 112, first paragraph, for lacking support for the amended claims incorporating the term "call center"

Additionally, claims 1-6 and 8-13 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over United States Patent No. 6,411,692 to Scherer et al. (Scherer) in view of Florida Citizens Now Able to Renew Vehicle Registration Via Telephone, in Business Wire at 2272 (April 11, 2001) (Florida), or Wisconsin is Set to Jump on the Credit Card Bandwagon (Faulkner & Gray 1992) (Wisconsin), or Digital Launches Industry's First Time-Based Debit Card Service, in PR Newswire at 1110 (November 10, 1997) (Digital) and further in view of United States Patent Application Publication No. 2002/0169719 by Dively et al. (Dively).

Also, claims 1-13 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over United States Patent No. 6,744,877 to Edwards et al. (Edwards) in view of Florida Citizens Now Able to Renew Vehicle Registration Via Telephone, in Business Wire at 2272 (April 11, 2001) (Florida), or Wisconsin is Set to Jump on the Credit Card Bandwagon (Faulkner & Gray 1992) (Wisconsin), or Digital Launches Industry's First Time-Based Debit Card Service, in PR Newswire at 1110 (November 10, 1997) (Digital) and further in view of Dively.

Importantly, in the previous response to the Final Office Action dated March 13, 2006, the Applicant amended claims 1, 7 and 8 to incorporate the term "call center" into claims 1, 3

and 7 in an effort to distinguish the Applicants' invention over the cited art. The Examiner in response has not found explicit reference to a "call center" in the Applicant's patent application resulting in the rejection under the first paragraph of 35 U.S.C. § 112. The Examiner further has issued the present rejections on the art based not upon the amended claims of March 13, 2006, but based upon the claims of the Applicants' patent application that subsisted prior to the amendment of March 13, 2006.

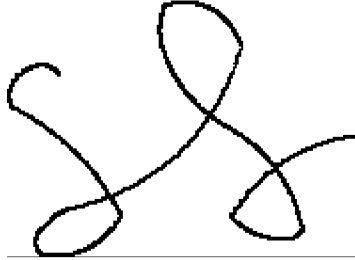
In response, the Applicants have amended claims 1, 7 and 8 substituting "call center" with "subscription service" which is explicitly recited throughout the Applicant's patent application, and clearly illustrated in Figure 1 as fulfilling the same position as a call center. The agreed upon amendments of February 21, 2006 in the personal interviews of that same day remain valid in that:

- (1) The subscriber and subscription service exist separately from the PSTN and are coupled to different portions of the PSTN (e.g. the PSTN and the subscription service are separate entities); and,
- (2) The data communications link over which the alias of the subscriber is passed to the subscription service is separate from the telephonic link from the caller to the called party in that it originates within the PSTN and terminates in the subscription service. (See Figure 2).

Accordingly, the Applicants have amended claims 1, 7 and 8 to incorporate limitations that are consistent with the distinguishing points. These claim amendments are believed to overcome the cited art and the Applicants believe that amended claims 1-13 stand patentable and ready for an indication of allowance. To that end, the Applicants respectfully request the withdrawal of the rejections under 35 U.S.C. §§ 112, first paragraph and 103(a) owing to the

foregoing remarks. The Applicants request that the Examiner call the undersigned if clarification is needed on any matter within this Amendment, or if the Examiner believes a telephone interview would expedite the prosecution of the subject application to completion.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'S. Greenberg', enclosed within a rectangular box.

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